



FLORIDA ENDOWMENT FOR THE HUMANITIES
1718 E. Seventh Avenue, Suite 301
Tampa, Florida 33605
(813) 272-3473

MEDIA REGULAR

GRANT APPLICATION

Art Deco Lecture Series 1992

1. PROJECT TITLE:

Miami Design

Preservation League

2. SPONSORING ORGANIZATION:

SPONSORING OFFICIAL: Bernard Zyscovich, Chair

Street: P.O. Box "L"

City & State: Miami Beach, FL Zip: 33119

Phone: _____

Signature: _____

3. PROJECT DIRECTOR: Nancy Liebman

Title/Position: Executive Director

Organization: Miami Design Preservation League

Street: P.O. Box "L"

City & State: Miami Beach, FL Zip: 33119

Phone: (305) 672-2014

Degree/Field: B.S. Education

Signature: _____

4. FISCAL AGENT: Betty Gutierrez

Organization: Miami Design Preservation League

Street: P.O. Box "L"

City & State: Miami Beach, FL Zip: 33119

Phone: (305) 672-2014

Signature: _____

8. BRIEF DESCRIPTION OF PROJECT: (Do not exceed space provided)

The Art Deco Lecture Series is a 3 day event of formal dissertations given by scholars on subjects of importance to the period ranging from the late 1920's through the 1940's. The Series will be organized with round-table discussions, meetings of Art Deco affinity groups, tours to show the influences of the Art Deco style of architecture in the resort seaside community of Miami Beach and receptions at restored historic locations in the city's National Register District.

9. FORMAT: (Check all appropriate formats)

- Conference
 Discussion Materials
 Exhibit
 Film

- Lecture
 Public Discussion
 Radio
 Reading/Discussion Programs

- Site Interpretation/Tour
 Slide/Tape
 Video
 Other _____
specify _____

10. GRANT PERIOD REQUESTED:

From: Month 9 Day 1 Year 91

To: Month 1 Day 10 Year 92

ART DECO LECTURE SERIES

FOR FEH USE ONLY

GRANT # _____

A D Lecture Series

PRELIMINARY DRAFT (1 COPY)

FINAL APPLICATION (ONE SIGNED ORIGINAL PLUS 28 COPIES, AND 2 COPIES OF ALL SUPPORT MATERIALS)

11. CO-SPONSOR(S) (If any):

Sponsoring Organization

Sponsor Official

Street

City _____ State _____ Zip _____

Phone _____

12. PROJECT CO-DIRECTOR (If any):

Name _____

Title/Position _____

Organization _____

Street _____

City _____ State _____ Zip _____

Phone _____

Degree/Field _____

14. HAS THE SPONSOR(S) OR THE PROJECT DIRECTOR(S) PREVIOUSLY RECEIVED AN FEH GRANT? IF SO, PROVIDE THE FOLLOWING INFORMATION:

Sponsor: _____

Project Title _____

Project Director: _____

Project Title _____

Project Title _____

Sponsoring Organization

Sponsor Official

Street

City _____ State _____ Zip _____

Phone _____

13. INDEPENDENT EVALUATOR:

Name _____ Title/Position _____

Organization _____

Street _____

City _____ State _____ Zip _____

Phone _____

Degree/Field _____

Grant # _____

Year _____

Grant # _____

Year _____

15. TARGETED AUDIENCE: (Check as many as apply)

- | | | | | | |
|----------------------------|-------------------------------------|--------------------------|-------------------------------------|---------------|-------------------------------------|
| A. General Public | <input checked="" type="checkbox"/> | G. Older Adults | <input type="checkbox"/> | M. Teachers | <input checked="" type="checkbox"/> |
| B. American Indians | <input type="checkbox"/> | H. Physically Challenged | <input type="checkbox"/> | N. Women | <input type="checkbox"/> |
| C. African Americans | <input type="checkbox"/> | I. Business Groups | <input type="checkbox"/> | O. Other | <input type="checkbox"/> |
| D. Asian Americans | <input type="checkbox"/> | J. Occupational Groups | <input type="checkbox"/> | | |
| E. Hispanic Americans | <input type="checkbox"/> | K. Professional Groups | <input checked="" type="checkbox"/> | | |
| F. Community Organizations | <input checked="" type="checkbox"/> | L. Scholars | <input checked="" type="checkbox"/> | specify _____ | |

16. ADVISORY COMMITTEE:

A. Louise Yarbrough (305) 358-9572

Name Phone

Acting Director

Position

Dade Heritage Trust

Organizational Affiliation

B. Dennis Wilhelm (305) 535-1092

Name Phone
Chairman, Lecture Series

Position

Miami Design Preservation League

Organizational Affiliation

C. Betty Gutierrez (305) 573-0444

Name Phone

Fiscal Agent, Lecture Series

Position

Miami Design Preservation League

Organizational Affiliation

D. Tony Fusco (617) 787-2637

Name Phone
President

Position

Art Deco Society of Boston

Organizational Affiliation

On a separate sheet, list additional members of your Advisory Committee, using the same format and attach after page 3. Check box if applicable.

HAS THE ADVISORY COMMITTEE REVIEWED THIS GRANT APPLICATION?

Yes No

17. PARTICIPATING HUMANITIES SCHOLARS: (Resumes/biographical sketches are considered support materials and two copies must be included in the support material packets. INDICATE WITH AN ASTERISK [*] THOSE SCHOLARS WHO HAVE AGREED TO PARTICIPATE IN THIS PROJECT.)

A. Charles Olsen

Name Florida Trust for Historic Preservation Degree/Discipline

Organization

P.O. Box 11206

Street

Tallahassee, FL 32302

City

State

Zip

(904) 224-8128

Phone

Scholar's Role: Speaker-RoadsideArchitecture: Walter Dorwin Teagueand the Texas Company

B. David Gebhard

Name USC at Santa Barbara Degree/Discipline

Organization

895 E. Mountain Drive

Street

Santa Barbara, CA 93108

City

State

Zip

(213) 380-4595

Phone

Scholar's Role: Speaker-Kem Webber: A Shift of Imagery from Art Deco to Streamline Moderne

C. Michael Zimny
 Name Florida Resources Division
 Organization 2848 North Kostner Avenue
 Street Chicago, IL 60641-5345
 City Chicago State IL Zip 60641-5345
 Phone (904) 485-1480
 Scholar's Role: Speaker

D. Richard Guy Wilson
 Name University of Virginia Sch. of Arch.
 Organization 1860 Field Road
 Street Charlottesville, VA 22903
 City Charlottesville State VA Zip 22903
 Phone (804) 924-6462
 Scholar's Role: Speaker

Robert Derrah and the Nautical Moderne Art Deco & Engineering: & Dams Bridges

If there are additional humanities scholars participating in your project, prepare a list using the same format and attach after page 4. Check box if applicable.

18. PUBLIC ACTIVITIES FOR WHICH YOU ARE REQUESTING FEH SUPPORT:

A. Date: Jan 10, 1992 Time: from 9:15 AM to 10 AM
 Location (address): Ritz Plaza Hotel 1701 Collins Avenue, Miami Beach, Florida
 Speaker(s) (if applicable): Michael Zimny
 Topic(s): Robert Derrah and the Nautical Moderne
 Format(s): Lecture/Slides
 Estimated attendance: 20-50 50-100 100 and above

B. Date: Jan 10, 1992 Time: from 10 AM to 10:45 AM
 Location (address): Ritz Plaza 1701 Collins Avenue Miami Beach, Florida
 Speaker(s) (if applicable): David Gebhard
 Topic(s): Kem Webber: A Shift of Imagery from Art Deco to Streamline Moderne
 Format(s): Lecture/Slides
 Estimated attendance: 20-50 50-100 100 and above

C. Date: Jan 10, 1992 Time: from 11 AM to 11:45 AM
 Location (address): Ritz Plaza 1701 Collins Avenue, Miami Beach, Florida
 Speaker(s) (if applicable): Richard Guy Wilson
 Topic(s): Art Deco and Engineering: Bridges and Dams
 Format(s): Lecture/Slides
 Estimated attendance: 20-50 50-100 100 and above

D. Date: _____ Time: from _____ to _____
 Location (address): _____
 Speaker(s) (if applicable): _____
 Topic(s): _____
 Format(s): _____
 Estimated attendance: 20-50 50-100 100 and above

If there are additional public activities for which you are requesting FEH support, prepare a list using the same format and attach after page 4. Check box if applicable.

Richard Striner

Name Washington, DC Art Deco Society Degree/Discipline

Organization

P.O. Box 11090

Street

Washington, DC 20009

City

State

Zip

(301) 778-0151 FAX

Phone

Scholar's Role: Speaker-Washington DC's Experience in Campaigns to Preserve It's Landmarks

Judith Singer Cohen

Name Author, Cowtown Moderne Degree/Discipline

Organization

3712 Arroyo Road

Street

Ft. Worth, TX 76109

City

State

Zip

(817) 929-5409

Phone

Scholar's Role: Speaker-Triumph & Tragedy in Preserving Cowtown's Moderne (Fort Worth, Texas)

Robert Bruegmann

Name University of Illinois at Chicago Degree/Discipline

Organization

1845 N. Orefaird #7

Street

Chicago, IL 60614

City

State

Zip

(312) 266-9145

Phone

Scholar's Role: Speaker - The Works of Holabird & Root 1928-1945

Name Degree/Discipline

Organization

Street

City

State

Zip

()

Phone

Scholar's Role:

19. WORKPLAN OF ALL PROJECT ACTIVITIES: *Provide a calendar of all public and non-public project activities, with appropriate dates. Mark with an asterisk (*) those activities of your project for which you are requesting FEH funds.*

Attached is the proposed program. The speakers listed have confirmed their presence. The funds requested will be to pay speaker honoraria, airline tickets and promotion costs for the Friday lectures. The Friday, January 10, 1992 will be a "free day" for the Lecture Series. Lectures will be open to the public without a registration requirement. Registration fees will be inclusive for all events from Tuesday, January 7 through Thursday evening, January 9, 1992.

Planning Calendar

June-July:	Advisory Committee Plan developed
June 15:	Deadline for speaker acceptance
July :	Grant application text developed Confirm headquarters hotel and meeting space Budget Development Sponsor contacts/cash and inkind service Events outline
August:	Publish promotional brochure
September	Begin promotional advertising *
October	Finalize special events and tour plans
November	Complete speaker room and travel plans *
December	Complete plans for rental equipment Develop information packages for delegates Prepare program text/speaker introductions * Reconfirm tour plan/vehicles/guides Reconfirm speaker arrangements/directions/honoraria *

20. BUDGET REQUEST:	FEH GRANT	SPONSOR COST-SHARE
	CASH	IN-KIND
A. Administrative Expenses		
1. Project Director		
2. Project Directors' Workshop		
3. Staff		
4. Telephone		
5. Supplies		
6. Other (specify)		
Total Administrative Expenses:		
B. Project Expenses		
1. Honoraria	1,200	2,400
2. Travel	1,400	1,000
3. Per Diem		
4. Facilities		
5. Audio-Visual Aids		
6. Project Materials		
7. Other (specify)		
Total Project Expenses:		
C. Promotion		
1. Postage		
2. Printing		
3. Media		
4. Other (specify)		
Total Promotion Expenses:		
D. Evaluation		
1. Travel		
2. Honorarium		
Total Evaluation Expenses:		
Total Budget:	2,600	3,400
		1,000

IMPORTANT: Consult "Information for Preparing your Budget" before you develop your budget. Also prepare a "Budget Detail" which shows how you arrived at the amounts listed in your budget request. Attach the budget detail after page 6.

**1992 Art Deco Lecture Series
Budget & Income Projection**

	Cash	In-Kind
<u>Administrative Expenses</u>		
Project Director	1,000	1,000
Project Directors' Workshop	700	0
Staff	800	800
Telephone	500	0
Supplies	500	0
Total Administrative Expenses	3,500	1,800
<u>Project Expenses</u>		
Honoraria	3,600	0
Travel	3,400	1,000
Facilities (Mtg. & Hotel rms. for Spkrs.)	1,100	1,100
Audio-Visual Aids	1,500	0
Project Materials - Programs/Photos	2,000	0
Tour/Speaker Transportation	2,000	0
Total Project Expenses	13,100	2,100
<u>Promotion</u>		
Postage	1,500	0
Printing - Brochures	2,000	500
Media	2,000	500
Receptions/Special Events	2,900	900
Total Promotion Expenses	8,400	1,900
Total Budget	25,000	5,800
<u>Income Projection</u>		
Registration	7,000	
Individual Sessions	3,000	
Corporate Support	1,000	
Private Contributions	500	
Grants	10,000	
4,000 - Visitor & Convention Authority		
2,600 - FL Endowment for the Humanities		
3,400 - Metro Dade Community Grants		
Special Events	2,700	
Cash On Hand	800	
Total Income	25,000	

21. FEES: FEH discourages admission fees. If a small fee is necessary to cover the cost of optional meals or program materials, list the amount \$ _____. Explain why this fee is necessary.

Fees will not be charged for the Friday Lectures; nor will registration be required for attendance on that day. The Friday Lectures will indicate they are funded by FEH.

Any notice of fees must be followed by this statement:

"All programs funded by the Florida Endowment for the Humanities are free and open to the public."

WARNING: The FEH staff and Board of Directors will carefully review all promotional materials of projects where fees are charged to ascertain if the Project Director has diligently and clearly informed the public of their free access to the program.

22. PROJECT DESCRIPTION (Begin this narrative with a brief description of the sponsoring organization):

WORK PLAN

Miami Design Preservation League, the sponsoring organization for the Art Deco Lecture Series is a non-profit organization devoted to preserving, protecting and promoting the cultural, social, economic, environmental and architectural integrity of the Miami Beach Architectural District. It was organized in 1976 and is the oldest Art Deco society in the world.

The Art Deco Lecture Series will follow the same format as the 1991 World Congress on Art Deco. This plan expanded the traditional Art Deco Lecture Series from years previous. (sample programs from World Congress and previous Lecture Series are attached).

The 1992 Lecture program will take place from Tuesday, January 7, 1992 through Friday afternoon, January 10. Participants will be invited to spend the remaining days at the 15th Annual Art Deco Weekend festivities.

The Lecture Series will include scholarly dissertations by speakers of international authority, round-table discussions, tours of Art Deco architecture including the newly restored apartments within Miami Beach's National Register Historic District. Evening events will be a theater trip, receptions and lunches at restored sites in the District and a gala Moon Over Miami Ball.

The program will be promoted to delegates from Art Deco Societies from around the world as an opportunity to understand the influences of the Art Deco style throughout the United States. Dade County serves as a showcase to underscore the adaptation of the style to Florida's tropical climate. Conference goers will continue the process of cataloging all of the world's Art Deco structures. During the World Congress, 1991, participants created a map of the world to chart the proliferation of Art Deco architecture. The process will lead to a Art Deco database being developed as part of the Barbara Baer Capitman Archives. The Archive database is an ongoing project of the Miami Design Preservation League. Materials collected in 1991 and in the 1992 Lecture Series will be exhibited during Art Deco Weekend, 1992.

23. PROMOTIONAL PLANS: Detail your plans to promote activities. Who will direct promotional efforts? Which media will you contact? List your promotional schedule. How will FEH be credited? How will you reach the targeted audience? (Note: Take pains with this section. FEH attaches great importance to a careful, detailed approach to project publicity.)

The Lecture Series will be promoted by the League's in-house staff. Promotions will include local newspaper advertising in the Miami Herald, New Times and Miami Today beginning November, 1991 through the dates of the lectures. Co-promotional advertising with the Annual Art Deco Weekend festival will include ads in major fall travel sections of newspapers such as the New York Times, the Montreal Gazette and the Chicago Tribune. The fall travel sections have been very effective for advertising during the Art Deco Weekend fifteen year history. Readers have the opportunity to write-in for more information. The newspaper provides the League with address labels to respond to inquiries. The Lecture Series will also be cross-promoted on the Weekend's radio and television public service announcements in early January, 1992. In October, 1991, League members will attend the National Trust's annual meeting in San Francisco. The League will conduct a large marketing program at the Trust meeting, including the distribution of 10,000 printed brochures about the Lecture Series. The Lecture Series will also be cross-promoted to feature Dade County as a destination for intellectual pursuits featuring art and architecture. The dates of the Lecture Series coincide with the second Annual Art Miami, a showcase of leading artists, galleries and collectors from the Miami Beach Convention Center, one block away from where the Lecture Series headquarters and meeting room are located. The League will print and distribute brochures about the Lecture Series to its international membership, travel writer list and Art Deco Societies throughout the world as well as the general public who will inquire as a result of the media marketing strategy.

The Florida Endowment for the Humanities will be included in all printed advertising for the Lecture Series, and will be referenced in the Lecture program as the sponsor of the Friday lectures which are free and open to the public without the requirement for pre-registration.

24. List all support materials that accompany the application (FEH requires two copies of all support materials).

SUPPORT MATERIALS

PREVIOUS LECTURE SERIES PROGRAMS
BROCHURE ABOUT THE LEAGUE
BROCHURE ABOUT THE DISTRICT
SUPPORT LETTERS
BUDGET
SCHOLAR RESUMES
PROJECT DIRECTOR RESUME
LIST OF IN-KIND SERVICES
PUBLICITY GENERATED FROM 1991 LECTURE SERIES

Proposed 1992 Lecture Program

TUESDAY, JANUARY 7, 1992

Noon-8 PM	Registration (Participants must be registered for Tuesday, Wednesday, & Thursday).
3-5 PM	Art Deco Affinity Group Meetings
4-6 PM	Walking Tour Art Deco District
6-8 PM	Opening Reception

WEDNESDAY, JANUARY 8, 1992

8-9 AM	Continental Breakfast
9:15-10 AM	Welcome Dennis Wilhelm, Chairman Nancy Liebman, Executive Director MDPL Bernard Zyscovich, Chairman MDPL
10-10:45 AM	Charles Olsen, Executive Director Florida Trust for Historic Preservation Topic: Roadside Architecture: Walter Dorwin Teague & the Texas Company.
10:45-11 AM	Break
11-11:45 AM	Richard Striner, President Washington DC Art Deco Society Topic: Washington DC's Experience in Campaigns to Preserve It's Landmarks.
12-1:30 PM	Lunch
1:45-3:45 PM	Art Deco Apartment House Tour
4-6 PM	Reception
8-11 PM	Theater TBA

THURSDAY, JANUARY 9, 1992

8-9 AM	Continental Breakfast
9:15-10 AM	Dorothy Fields, Chairperson Metro-Dade Historic Preservation Board

10:45-11 AM Break
11-11:45 AM Richard Bruegmann, Associate Professor
University of Illinois at Chicago
Topic: The Works of Holabird & Root 1928-1945.
12-1:30 PM Lunch
1:45-3:35 PM Regional Tour
4-6 PM Affinity Group Meeting
(Art Deco Societies)
7:30-Midnight Moon Over Miami Ball

FRIDAY, JANUARY 10, 1992

* Lectures are funded by the Florida Endowment for the Humanities and are free and open to the public. Registration is not required for Friday's events.

8-9 AM Continental Breakfast
* 9:15-10 AM Michael Zimny
Florida Historical Resources Division
Topic: Robert Derrah and the Nautical Moderne.
* 10:10-10:45 AM David Gebhard, Professor of Art History
University of Southern California at Santa Barbara
Topic: Kem Webber: A Shift of Imagery from Art Deco to Streamline Moderne.
10:45-11 AM Break
* 11-11:45 AM Richard Guy Wilson, Professor & Chairman
University of Virginia School of Architecture
Topic: Art Deco and Engineering: Bridges and Dams.
12-1:30 PM Luncheon
Noon Weekend Festival Opens

*** PLEASE NOTE ***
SPEAKERS SUBJECT TO CHANGE